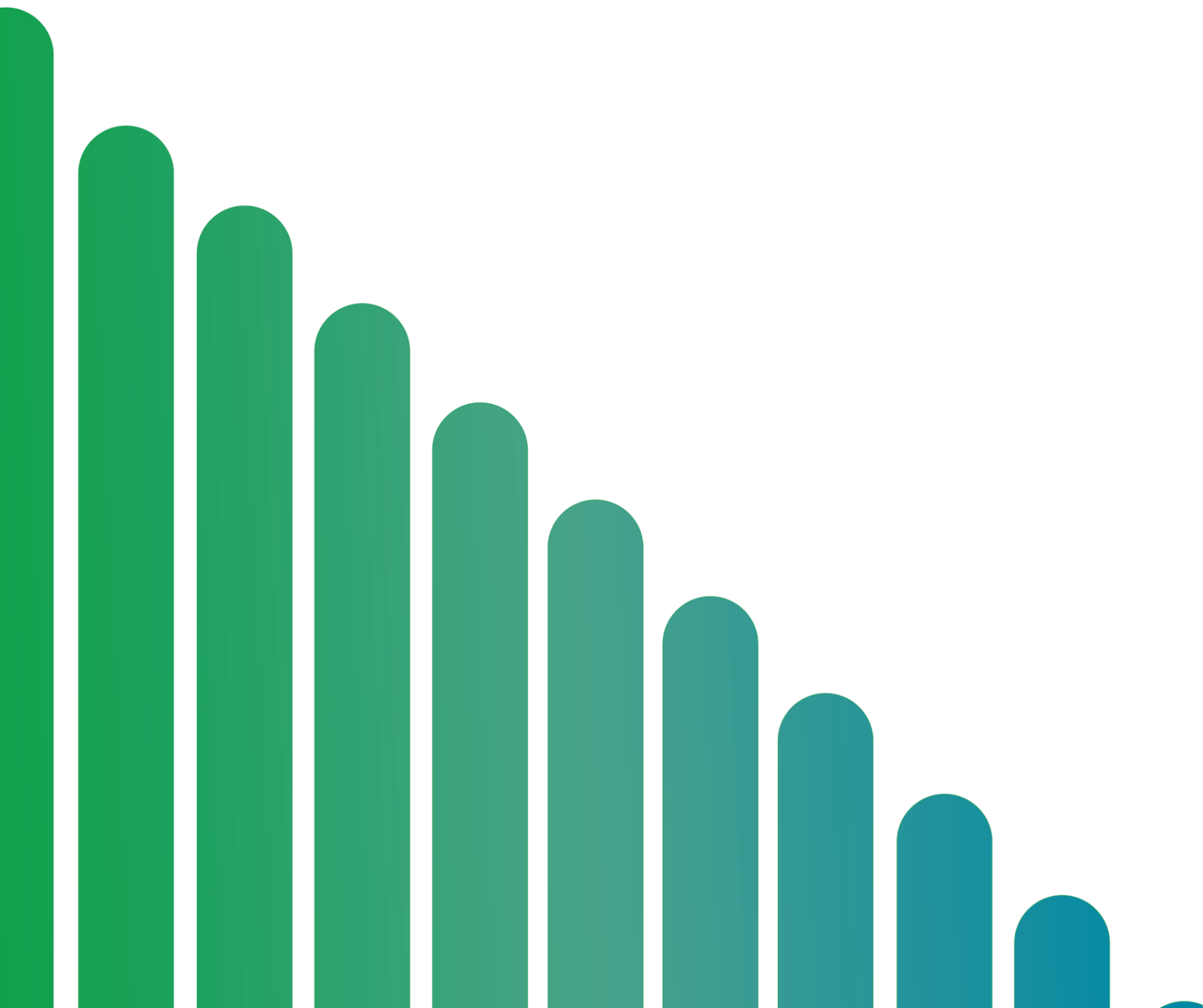




Presentation Narrative





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1. Communications

1.1 Corporate story

We are Celcius.

Every ambition starts with a challenge: sustainable living does not yet go hand in hand with affordable living. We are team Celcius, a group of students from the university of applied sciences Utrecht, proud finalist of the Solar Decathlon 2020. One of the things we want most when we are graduated is living in a sustainable and affordable house. We now know how difficult it is to find affordable housing in the area around the city. Let alone that this house is also sustainable. We are inspired by our predecessor Selficient, former finalist of the Solar Decathlon 2017.

Over the past two years, we have worked hard to realize our dream. The first habitable prototype of the Celcius House is finished. Our vision for the Celcius House is based on three core values: sustainability, life-cycle proof and affordable. The construction of this unique concept is made possible by the multidisciplinary team of students in collaboration with our partners.

Celcius is sustainable because it is built in a circular manner, namely with biobased materials such as wood. In addition, there is built with cradle to cradle and upcycling. In addition, during construction we have used as much products as possible that have the cradle to cradle certificate. All elements that we have used that do not have this certificate are reusable.

The Celcius Huis is a self-sufficient house due to its solar panels and battery storage. It therefore does not need to be connected to the electricity grid. The house is equipped with various sustainable technologies. For example, the Raspberry PI connects all smart systems in the house and the Fibaro connects all devices. The house contains energy-saving devices such as a heat pump without an outdoor unit, an energy and water-saving shower, Home Connect, an infrared panel to warm up after a shower and a ceiling convector radiator. All these devices come together in the fuse box, which allows energy consumption to be monitored.

As mentioned earlier, the house is life-cycle proof. This is because the house is modular. The sizes of all elements are standardized, the elements are connected to each other with detachable connections and a unique hanging system has been devised by the students for hanging the wall, floor and roof elements. These features allow for an extension or downsizing of the house. The house can be seen as a Lego house where it can adapt to the preferences of the occupant. This also makes the house adaptive. The house can be built quickly and can therefore meet the high demand for housing in the Netherlands. The prefab elements are interchangeable, which makes it possible to exchange elements among residents. Such an exchange





can be beneficial during family expansion, but also for those who want to give up housing in a quick and sustainable way. The walls can also be exchanged for nature-inclusive walls, so that the house meets all levels of sustainability. Finally, the house can be stacked up to five floors.

The Celcius House is suitable for people with different budgets. Due to the modularity and adaptive capacity of the house, the price of the house can also grow or shrink with everyone's financial situation. The aim of our team has been to keep the basic version of the house within the budget of starters in the housing market. To provide a solution in this way for the scarcity on the housing market, especially around the cities.



1.2 Stakeholder analysis

The above text is our corporate story with these claims we are now publishing. The corporate story is based on our three core values: life-cycle proof, sustainability and affordability. Our promises have been communicated to our stakeholder groups. This is of course the Solar Decathlon organization, but also the board of the university of applied sciences Utrecht, our sponsors and family and friends of the team. The Celcius team depends on its stakeholder groups. In order to map out the interests and needs of these parties, a group of communication students within our team has conducted research into this. The results of this study are shown in Table 1.

Stakeholder group	Interests	Needs
Solar Decathlon Challenge organization	Giving students the opportunity to delve into sustainability, to learn how to use energy efficiently and thereby work on a better environment.	The house must be safe. It must have a safe construction and it must be safe for the public on the tour. There must be a clear line of communication where the team





	<p>Ensuring that students bring this passion and new innovative way of thinking to the work field so that this will ensure a better environment.</p> <p>It must be completely safe for students to participate in the Solar Decathlon Challenge. The students must be able to work in a safe environment and receive enough help.</p>	<p>knows who to approach when there is an accident or when something doesn't work out. Help must be called in immediately.</p>
<i>Board of the university of applied sciences Utrecht</i>	<p>Interest in this project due to the overarching missions and visions of both parties. The Hogeschool has made a number of strategic choices, which have many similarities with Celcius. They both contribute to the creation of partnership, mission drive and community building.</p> <p>Student success</p>	<p>Be kept informed of all important developments around the project.</p> <p>View the budgets of the project and the associated plans and critical matters.</p> <p>Notifying other parties of Celcius.</p> <p>Give Celcius a helping hand.</p>
<i>Sponsors</i>	<p>Collecting new ideas.</p> <p>Lend a hand to the next generation.</p> <p>Above all, it should be fun because working with motivated students is fun and challenging.</p> <p>Brand awareness</p> <p>Talent scouting</p>	<p>Have contact with the Celcius team.</p> <p>Receive a newsletter with updates from the team.</p> <p>Suggesting solutions or offering help to the Celcius team.</p>
<i>Family and friends of team Celcius</i>	<p>Get information about the progress of the project.</p>	<p>Read information about the team on social media channels.</p>

1.3 Communication goals

Communication needs have been identified from the results of the interests and needs of the stakeholder groups. These communication needs are the starting point of Celcius' communication objectives. Table 2 shows the communication needs and communication objectives per stakeholder.





<i>Stakeholder group</i>	Communication needs	Communication goals
<i>Solar Decathlon Challenge organization</i>	Deliverable deadlines Informing Involvement	The Solar Decathlon Challenge organization is provided the Deliverables on time. The Solar Decathlon Challenge organization is aware of the progress of Celcius. The Solar Decathlon Challenge organization is satisfied with the information provision from Celcius and feels involved in the team.
<i>Board of the university of applied sciences Utrecht</i>	Informing Involvement	The Board of the university of applies sciences Utrecht is aware of the progress of Celcius. The Board of the university of applies sciences Utrecht is satisfied with the information provided from Celcius and feels involved with the team.
<i>Sponsors</i>	Informing Involvement Talent scouting Exposure	The sponsors is aware of the progress of Celcius. The sponsors are satisfied with the information provided from Celcius and feels involved with the team. Sponsors are given the opportunity to scout for talent within Celcius. Company names of sponsors are regularly discussed and displayed, resulting in brand awareness.
<i>Family and friends of team Celcius</i>	Involvement	Family and friends are satisfied with the information provided from Celcius and feels involved with the team.



2. Social media

The social media strategy is based on research into the interests of our stakeholders. The strategy is based on the social media channels that Celcius uses: Facebook, LinkedIn, Instagram and the website. The sponsors are approached via Facebook, LinkedIn and the website. The goal is to post twice a month to show their commitment and to post twice a month to update them on the progress of the team and the house.

Celcius' family and friends are kept informed by means of Facebook, Instagram and the website. The goal is to post to Facebook or Instagram three times a month to inform them about the latest developments of Celcius and to post twice a month to show their commitment.

The Solar Decathlon Challenge organization is kept informed through the use of Instagram, Facebook and the website. Celcius tries to post twice a month to inform them about all developments within Celcius.

Links to social media:

Social media	Link
Instagram	https://www.instagram.com/celciushu/
Facebook	https://www.facebook.com/celciushu/
LinkedIn	https://www.linkedin.com/company/19002752/
Website	www.celcius.house



3. Public tour

3.1 Washington

Covid-19 has prevented us from displaying our home in Washington. We had already come up with ideas about what the public tour should look like. We obtained these ideas in the form of a challenge. We challenged Communication and Multimedia Design students to come up with ideas for the public tour in Washington. They presented these to the Celcius team after a pressure cooker assignment. We do not want to withhold such great ideas from you.



1 While giving the result of the match. Judged by (left to right) Julia de Groot, Sarah Hasselman, Jelle van Rossum and Rutger Kroeze.

1. The Celcius brokers board

In front of the Celcius house there is a Celcius real estate board as a welcome to the visitors. This board consists of: The "Celcius" Logo The value proposition of Celcius "A sustainable house that is (financially) accessible to everyone" Call to action to encourage visitors to view the Celcius house. Green / natural details at the top, to emphasize the value "nature inclusive". Dimensions: 495 x 745 mm (point board) + H1.60 m (pole)

2. Modularity - Interactive game + polaroid

The "build your own Celcius house" game is an interactive game where visitors can create their own dream version of the Celcius house, including a price tag. This will be done via a tablet. Subsequently, a Polaroid photo is taken of each visitor (if they do not want this), which will be returned later in the tour. The aim of this game is to demonstrate that the Celcius house is modular and that it does not matter what stage of life you are in. The Celcius house is (financially) accessible to everyone. Dimensions: 2 x standing table of 80x80 cm

3. The Celcius Awakening Game

The Celcius house is self-sufficient in energy and this value must of course be shown to visitors. We do this by means of "the Celcius awakening game". By stepping on a foot pedal, visitors generate energy themselves, just like the Celcius house. What energy is generated can be seen by means of lights that come on when enough



energy has been generated for, for example, a cup of coffee. Dimensions: cabinet with lights H2 m x W70 cm x D40 cm + dynamo 40x40x20cm

4. Infographic about the problem

Central: why was the Celcius house developed? This infographic clearly shows the problem and thus also the reason for the Celcius house. The Netherlands is currently facing a housing shortage. Population growth is creating a scarcity in the housing market, causing housing prices to rise. This makes it financially difficult, especially for starters, to find a home, let alone a sustainable home, to which this group attaches increasing importance. Dimensions: 80x60 cm

5. For whom - Mirror with text

To demonstrate the modularity of the Celcius house, we would like to inform visitors that the Celcius house is suitable for everyone. We do this by means of a mirror wall with printed information. At the top of this mirror wall we see a text: The Celcius house in front (colon). Below that one sees oneself looking in the mirror and with this we want to emphasize that the house is really for everyone. Dimensions: 75x100 cm

6. Proposals for Celcius

Team photo with accompanying text Of course we also think it is extremely important that the team behind Celcius gets appreciation for the beautiful house you have developed. Therefore, the first room of the tour (regardless of where the entrance is located) will contain a team photo that tells the story of the Celcius team. This story clearly shows that they are an interdisciplinary group of students from the Hogeschool Utrecht. Dimensions: 42 x 29.7 cm

7. Cross-section of materials used

To demonstrate that the Celcius house is circular, the second room contains cross-sections / objects of, for example, the wall (insulation material), the (pipe) pipes and the unique suteki frame. There is also an extra information board that explains circular methods. What is especially emphasized here is that even after the house has been built, these parts remain circular and can be reused. Dimensions: depending on the size of the cross-sections. Sign with info: 215.9 mm x 279.4 mm

8. Core values - animation / video

To highlight the core values: smart technology, self-sufficient in energy, nature inclusive, circular, modular, adaptive and for every wallet, we have opted for an animation video to present these values in a simple way. to convey to visitors. Dimensions: H40xW60 (26 inch smart screen)





9. Bathroom - Animation

To demonstrate how economical the Celcius house uses water, an animation is shown in the bathroom in which the consumption of water in a normal shower is shown in relation to the consumption of a Celcius shower. This emphasizes the value of "smart technology". Dimensions: H40xW60 (26 inch smart screen) Sign with info: 215.9 mm x 279.4 mm

10. Technical room - Informative video

The same concept as in the bathroom can be seen in the technical room, only here it is emphasized how the Celcius house deals with the consumption of electricity and heat. Dimensions: H40xW60 (26 inch smart screen. Sign with info: 215.9 mm x 279.4 mm

11. Polaroid wall - Notice board

The aforementioned Polaroid returns to the last part of the tour. At the exit of the Celcius house is a Polaroid wall where all creations (photos) of visitors are hung. In this way passers-by can see in which ways the house can be decorated, and this may trigger them to take a look inside the house. Dimensions: L250xH150cm

12. Option at the exit: Thank you bag with seeds

In order to continue to stimulate visitors after their visit to the Celcius, we came up with a small thank you gift to give: seeds that visitors can plant themselves at home to help with the value "nature inclusive". Dimensions: L10xW5 cm



2 Translation: Seeds for a better world.

13. Option at the exit: The Celcius birdhouse

Because the house that is shown to visitors cannot be completely nature-inclusive, we have developed the Celcius birdhouse. In this miniature version of the Celcius house, the green strips on the walls are clearly visible. In addition, there is one entrance for a bird and an entrance for butterflies on the other side. Next to the house is a sign with additional information about how the Celcius house is even more 'nature inclusive'. Dimensions: H12xL25xW10 cm





3.2 T-shirt design



3.3 Public tour online

With the restrictions surrounding covid-19, the public tour is being held online. Celcius has developed a design for this about how we want to present our house to the jury. Our design consists of three phases. The first phase is the Celcius house visualized at the SFF festival. We start with a helicopter view over the SFF, the white house and then we zoom in on the plot of the Celcius House and the queue at it. Show the front view and the real estate board, the side view, the back view and the side view, we fly around the house, as it were. Then we go back to broker board and the picture stops. The sun shines brightly over the entire landscape and the festival is well attended with happy people all over the festival site. The white house is stately and there are already a few people in the queue in front of the Celcius house.

In the second phase we will end up in the virtual queue. The first means of communication for the queue: the broker board. Voice message: *Welcome to Celcius! A sustainable house that is (financially) accessible to everyone. Come on in! Team Celcius welcomes everyone to discover the Celcius house that is represented from the Netherlands.*

To the second communication means in the queue. There is an infographic about the problem and the reason for the Celcius house. Voiced Message: *Celcius' mission is to design a sustainable house as a solution to the Dutch housing shortage.* The housing shortage makes it financially very difficult, especially for starters, to find a home, let alone a sustainable home to which this group attaches increasing importance. The infographic also provides schematic figures and facts about the housing shortage in the Netherlands.





On to the third means of communication in the queue. There is a mirror that emphasizes that the Celcius house is for everyone. *Voiced message: due to its modularity, it grows / shrinks in response to demand in space, but also to everyone's personal financial situation.*

On to the fourth and last means of communication in the queue. An image of team Celcius. *Voice message: Celcius is an interdisciplinary student team from the Hogeschool Utrecht, the Netherlands. Together with its partner companies, we are committed to realizing the shared dream. "We can only succeed in this challenge by combining brainpower and different expertise"* The means of communication contains a short text about the HU CoE SSC, the composition of the interdisciplinary team and coaches and our working method.

In the final phase of the virtual public tour, a tour of the house is given. The front door of the Celcius house will open and you will be led to the hall. You are in the hall in front of the technical room and the rest of the house and the fifth means of communication presents itself. An animation of all the core values that the Celcius house stands for and the characteristics that are expressed in the house. *Voice message: The Celcius building concept is based on core values: sustainable, suitable for every stage of life and affordable. Each core value includes different characteristics that are expressed in the house. "Sustainability" includes: Circularity, self-sufficiency, smart technology and nature inclusiveness. Suitable for every stage of life includes: modularity and adaptivity. Affordability includes: for every wallet. The combination of these characteristics makes this house a solution for the Dutch housing shortage.*

We turn to the Technical Room. The opens from the Technical Room and the sixth means of communication presents itself. An informative video about the technical room. It shows in a simple way how Celcius stores and consumes electricity and from which technology it is derived. Relevant information about 1 of the 10 competition contests is also integrated into the message. *Voiced message: The Celcius house is supplied with energy by means of solar panels. This is stored in a battery and the energy is used to operate all techno devices.*

We turn to the bathroom door. The door opens and we walk on until we are in front of the toilet and shower. At that moment the seventh means of communication presents itself. The animation shows how the bathroom equipment is being used efficiently and smartly with the water and the message also integrates relevant information about 1 of the 10 competition contests. *Voice message: the water is used economically by the shower and toilet. Explanation of how the shower water is heated and the toilet is operated by the Fibaro, in addition, the water is reused by the shower and you clean yourself with water after using the toilet. This responds to the circularity of the house.*





We continue to the kitchen. When we are in the middle of the kitchen, the eighth means of communication occurs. A cross-section of the facades showing the circularity of the house. All-important materials in the facades are highlighted by a specific outline. Relevant information about 1 of the 10 competition contests is also integrated into the message. *Voiced message: the facades are made of a wooden suteki frame. Biomass is used as insulation material. The biomass has already been recycled and does not require any energy to make. The other materials are reusable.*

We continue to the living room. When we are in the middle of the living room, the ninth means of communication occurs. The "interactive custom made Celcius manquette version". This should have been a game of its own, but this idea is now digitally displayed in the form of a customer journey film. Relevant information about 1 of the 10 competition contests is also integrated into the message. *Voiced message: Due to the modularity of the house, it shrinks and grows with the demand for space. All elements of the house can be reassembled. In this way, the house can be adapted to any personal preference or situation. Furthermore, the house is stackable and, due to its modularity, can also be built very quickly, it can therefore meet the rapid demand for housing. This is therefore adaptive to the Dutch housing market. All living units and living elements are interchangeable.*

We continue to the bedroom. When we are in the bedroom, the tenth means of communication occurs. The polaroid wall. This is a collage with the customer's Polaroid from the previous means of communication. On the polaroid is a list of all components and elements that she / he bought to assemble her / his own home. Then the collage is supplemented with all other Polaroids from customers all kinds of different preferences and prices. Relevant information about 1 of the 10 competition contests is also integrated into the message. *Voiced message: As you can see, the house can be built in in many ways. The modularity of the house also makes it suitable for every budget. The hull house is affordable for a starter and all living elements, technologies and equipment can be expanded.*

